



2023

SPECIAL EVENTS & YOUTH SPORTS
**SPONSORSHIP
OPPORTUNITIES**

CITY OF
**M^{LEAF}PLE
VALLEY**
PARKS AND RECREATION



Mission Statement

To enhance the quality of life and build community by providing safe, welcoming parks and recreation opportunities for people to gather and engage in activities that promote health, well-being, and community.

Sponsor Benefits

Sponsorships can unlock limitless promotional opportunities within the fast growing and diverse community in the greater Maple Valley area. Sponsoring is a great way to:

- Connect with the community using the City of Maple Valley's strong marketing presence and extensive partnerships.
- Align with Maple Valley Parks & Recreation to help achieve your marketing goals.
- Target key demographics with product sampling or exposure.
- Maximize your brand visibility.
- Take advantage of the opportunity for face-to-face interactions with potential customers.
- Connect with over 28,000 community members in the City, and thousands more in the surrounding areas.

Ways to Get Involved

- **Be a sponsor**
Contribute financially or with in-kind services.
- **Volunteer**
Your employees can help with special event operations.
- **Donate**
If you just want to help but not be recognized, you can donate to our events. This ensures free or low-cost events are part of the Maple Valley community.

General Sponsorship Questions?

Contact:

Matthew Kerns - Recreation Manager
(425)-413-6664
Matthew.Kerns@MapleValleyWA.gov

2023 EVENTS AT A GLANCE

Date	Event	Location	Attendance
June 24 th	Bike Challenge & Bike Safety Rodeo	Lake Wilderness Park	200+
July 3 rd	Independence Day Celebration	Lake Wilderness Park	4,000+
July 22 nd	Kid's Festival & Concert	Lake Wilderness Park	2,000+
August 3 rd	Music in the Park	Lake Wilderness Park	400+
August 10 th	Music in the Park	Lake Wilderness Park	400+
August 17 th	Music in the Park	Lake Wilderness Park	400+
August 24 th	Music & Movie in the Park	Lake Wilderness Park	800+
December 7 th	Hometown Holidays	Four Corners	2,000+



Bike Challenge & Safety Rodeo

June 24th, 2023 | 9am-12pm

About the Event

The City of Maple Valley is proud to present the annual Bike Challenge and Safety Rodeo. This event features a bicycle race through the park for ages 5-11.

The Maple Valley Police Department sets up a bicycle safety course to educate riders on the rules of the road and ways to stay safe.

Target Audience

General public and families with children in the greater Maple Valley area

Estimated Attendance

200+

Location: Lake Wilderness Park

Digital Media

Email – 17,000+ Database
Facebook/Instagram - 6,700+ Followers
City Website

Print Media

Parks and Recreation Guide
Flyers, Posters

To sponsor this event contact:
parksrec@maplevalleywa.gov

All levels of sponsorship include:

- Acknowledgment during event announcements
- Recognition on website
- Recognition on flyers

Gold – \$600 (Only One Per Event)

- Exclusive logo placement in a full color advertisement announcing the event in Parks & Recreation Guide
- Logo featured on 2'x 3' sponsor recognition signs – NEW!
- Logo included in email messages sent pre-event and post-event
- Recognition in pre & post-event posts on social media

Silver Sponsor – \$300

- Logo featured on 2'x 3' sponsor recognition signs – NEW!
- Logo included in email messages sent pre-event and post-event
- Opportunity to place your own branded directional signage

In-Kind Sponsor

We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!



Independence Day Celebration

July 3rd, 2023 | 5-10:30pm



About the Event

Our annual Independence Day event is the City's largest community summer event. The celebration includes traditional picnic games, the popular Pie Baking Contest, live music, and a dazzling firework display over Lake Wilderness!

Target Audience

General public and families with children in the greater Maple Valley area

Estimated Attendance

4,000+

Location: Lake Wilderness Park

Digital Media

Email – 17,000+ Database

Facebook/Instagram - 6,700+ Followers

City Website

Print Media

Parks and Recreation Guide

Flyers, Street Banner, Posters

To sponsor this event contact:

parksrec@maplevalleywa.gov

All levels of sponsorship include:

- Acknowledgment during event announcements
- Recognition on website
- Recognition on flyers
- Booth at the event

Presenting – \$6,000 (Only One Per Event)

- Event presented by "Company Name" - **NEW!**
- Exclusivity (if desired) on business type sponsorship and right of first refusal for next year's sponsorship
- Exclusive logo placement in all advertisements
- Quarter page ad the Parks & Recreation Guide - **NEW!**
- Logo included in email messages sent pre-event and post-event
- 4 reserved parking spots at the event
- Logo featured on over-the street banner
- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Platinum Sponsor – \$3,000

- Logo included in email messages sent pre-event and post-event
- 2 reserved parking spots at the event
- Logo featured on over-the street banner
- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Gold Sponsor – \$1,000

- Recognition in post-event posts on social media
- 1 reserved parking spot at the event
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

In-Kind Sponsor

- We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!





Kid's Festival

July 22nd, 2023 | 10am-2pm

About the Event

We're celebrating summer with friends and family. This is a free family-friendly festival full of fun for all! This event features live music, food trucks, bouncy houses, games, crafts, and activities!

Target Audience

General public and families with children in the greater Maple Valley area

Estimated Attendance

2,000+

Location: Lake Wilderness Park

Digital Media

Email – 17,000+ Database

Facebook/Instagram - 6,700+ Followers

City Website

Print Media

Parks and Recreation Guide

Flyers, Street Banner, Posters

To sponsor this event contact:

parksrec@maplevalleywa.gov

All levels of sponsorship include:

- Acknowledgment during event announcements
- Recognition on website
- Recognition on flyers
- Booth at the event

Presenting – \$3,000 (Only One Per Event)

- Event presented by "Company Name" - **NEW!**
- Exclusivity (if desired) on business type sponsorship and right of first refusal for next year's sponsorship
- Exclusive logo placement in all advertisements
- Logo included in email messages sent pre-event and post-event
- Logo featured on over-the street banner
- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Platinum Sponsor – \$2,000

- Logo included in email messages sent pre-event and post-event
- Logo featured on over-the street banner
- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Gold Sponsor – \$1,000

- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide





Music in the Park Concert Series & Movie

Thursdays August 3, 10, 17, 24

About the Event

Closing out the summer, the City hosts a well-known summer concert series on Thursday evenings 6-8pm. This event will feature local musical entertainment, food trucks, and more! On August 24th, we will close out the series with a movie in the park after the concert!

*Sponsorship is for the entire series

Target Audience

Adults and families with children in the greater Maple Valley area

Estimated Attendance

Estimated 2,000+

Location: Lake Wilderness Park

Digital Media

Email – 17,000+ Database

Facebook/Instagram - 6,700+ Followers

City Website

Print Media

Parks and Recreation Guide

Flyers, Street Banner, Park Banner, Posters

To sponsor this event contact:

parksrec@maplevalleywa.gov



All levels of sponsorship include:

- Acknowledgment during event announcements
- Recognition on website
- Recognition on flyers
- Booth at the event

Presenting – \$6,000 (Only One Per Event)

- Event presented by “Company Name” - **NEW!**
- Exclusivity (if desired) on business type sponsorship and right of first refusal for next year’s sponsorship
- Exclusive logo placement in all advertisements
- Quarter page ad the Parks & Recreation Guide - **NEW!**
- Logo included in email messages sent pre-event and post-event
- 🍕 Pizza Party with reserved seating for up to 30 people at one concert
- Logo featured on over-the street banner and stage banner in August
- Recognition in post-event posts on social media
- Logo featured on 2’x 3’ sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Platinum Sponsor – \$3,000

- Logo included in email messages sent pre-event and post-event
- 🍕 Pizza Party with reserved seating for up to 15 people at one concert
- Logo featured on over-the street banner and stage banner in August
- Recognition in post-event posts on social media
- Logo featured on 2’x 3’ sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Gold Sponsor – \$1,000

- Recognition in post-event posts on social media
- Reserved seating for 6 at one concert
- Logo featured on 2’x 3’ sponsor recognition signs – **NEW!**
- Logo featured on stage banner
- Logo included with other sponsor logos in Parks & Recreation Guide

In-Kind Sponsor

- We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!



Hometown Holidays

December 7th, 2023 | 6-8pm

About the Event

The Maple Valley Town Square at Four Corners lights up with holiday cheer and entertainment at Maple Valley's Hometown Holidays event! The festive spirit comes alive with the Tree Lighting Ceremony and continues through the evening with loads of holiday themed entertainment.

Stop by activity booths provided by local businesses or take a ride on the Holiday Express Train or view live reindeer. Live music performances and Santa's special appearance at the Fire Station makes this a memorable celebration for all ages!

Target Audience

General public, and families with children in the greater Maple Valley area

Estimated Attendance

2,000+

Location: Maple Valley - Four Corners

Digital Media

Email – 17,000+ Database

Facebook/Instagram - 6,700+ Followers

City Website

Print Media

Parks and Recreation Guide

Flyers, Steet Banner, Posters

To sponsor this event contact:

parksrec@maplevalleywa.gov

All levels of sponsorship include:

- Acknowledgment during event announcements
- Recognition on website
- Recognition on social media
- Recognition on flyers
- Booth at the event

Presenting – \$3,000 (Only One Per Event)

- Event presented by "Company Name" - **NEW!**
- Exclusivity (if desired) on business type sponsorship and right of first refusal for next year's sponsorship
- Exclusive logo placement in all advertisements
- Opportunity to "Flip the Switch" at tree lighting
- Logo included in email messages sent pre-event and post-event
- Logo featured on over-the street banner
- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Platinum Sponsor – \$2,000

- Logo included in email messages sent pre-event and post-event
- Logo featured on over-the street banner
- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

Gold Sponsor – \$1,000

- Recognition in post-event posts on social media
- Logo featured on 2'x 3' sponsor recognition signs – **NEW!**
- Logo included with other sponsor logos in Parks & Recreation Guide

In-Kind Sponsor

We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this event!



On the Move Mobile Recreation

Wednesdays in July & August



About the Program

Recreation staff will be bringing a van full of fun to neighborhood parks to provide safe, fun, and supervised activities to children 12 and under. Wednesdays and Thursdays July 13th-August 12th. Our goal is to motivate Maple Valley kids to go outside and leave the couch and video games behind!

Target Audience

General public and families with children in the greater Maple Valley area

Estimated Attendance

500+

Location: Summit Park & Take-A-Break Park

Digital Media

Email – 17,000+ Database

Facebook/Instagram - 6,700+ Followers

City Website

Print Media

Parks and Recreation Guide

Flyers, Posters

To sponsor this event contact:

parksrec@maplevalleywa.gov

All levels of sponsorship include:

- Acknowledgment during event announcements
- Recognition on website
- Recognition on social media
- Recognition on flyers

Platinum – \$2,000 (Only One Available)

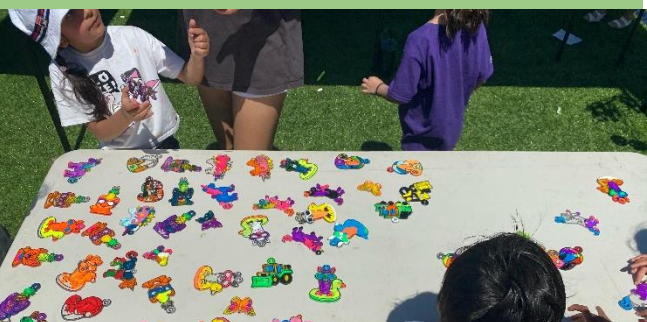
- Exclusive logo placement in a full color advertisement announcing the event in Parks & Recreation Guide
- Co-Branded on any City promotional items provided
- Marketing material included in giveaway bag (if applicable)
- Logo featured on 2'x 3' sponsor recognition signs – NEW!
- Logo included in email messages sent prior to program start date
- Marketing material included in giveaway bag (if applicable)
- Recognition in pre & post-event posts on social media

Gold Sponsor – \$1,000

- Marketing material included in giveaway bag (if applicable)
- Logo featured on 2'x 3' sponsor recognition signs – NEW!
- Logo included with other sponsor logos in Parks & Recreation Guide
- Logo included in email messages sent pre-event and post-event

In-Kind Sponsor

We are always looking for ways for community groups to get involved. Ask about opportunities to provide goods or services at this program!



Youth Sports Leagues

2023

About the Program

Over 1,200 boys and girls, ages 3-14, participate in our Recreational Sports leagues each year. We offer Soccer, Baseball, Basketball, and Volleyball leagues. Our leagues emphasize program fundamentals, team play, and sportsmanship, all in a non-competitive atmosphere.

Your partnership will give you exposure to thousands of players and family members each week.

2023 will feature newly redesigned and upgraded shirts for participants!

Target Audience

Youth grades Kindergarten-8th and their families

Estimated Participants

300-750 participants per sport, thousands of spectators

Sports: Youth Basketball, Youth Baseball, Youth Soccer, Youth Volleyball (NEW)

Media

Email Blast – 17,000+ Database
Facebook/Instagram - 6,700+ Followers
City Website
Parks and Recreation Guide

To sponsor this event contact:
parksrec@maplevalleywa.gov

All levels of sponsorship include:

- Logo included on player shirts
- Recognition on website
- Logo included in email blast promoting the league

Presenting – (Only One Per Sport)

- League presented by “Company Name” - **NEW!**
- Exclusivity (if desired) on business type sponsorship and right of first refusal for future year’s sponsorship
- Exclusive logo placement on all participant and coach jerseys
- Exclusive logo placement in a full color advertisement announcing the program in Parks & Recreation Guide
- Logo included in parent welcome email and end of season email
- Opportunity to place footnote ad in two participant emails - **NEW!**
- Recognition in ALL league posts on social media
- Two complementary registrations for youth of your choice

Supporting – (Only Two Per Sport)

- Logo placement on all participant and coach jerseys
- Logo placement in a full color advertisement announcing the program in Parks & Recreation Guide
- Logo included in parent welcome email and end of season email
- Recognition in two league posts on social media
- One complementary registration for youth of your choice

League	Presenting (Limit 1)	Supporting (Limit 2)
Basketball	\$5,000	\$2,500
Baseball	\$2,500	\$1,000
Soccer	\$2,500	\$1,000
Volleyball	\$1,000	\$500

